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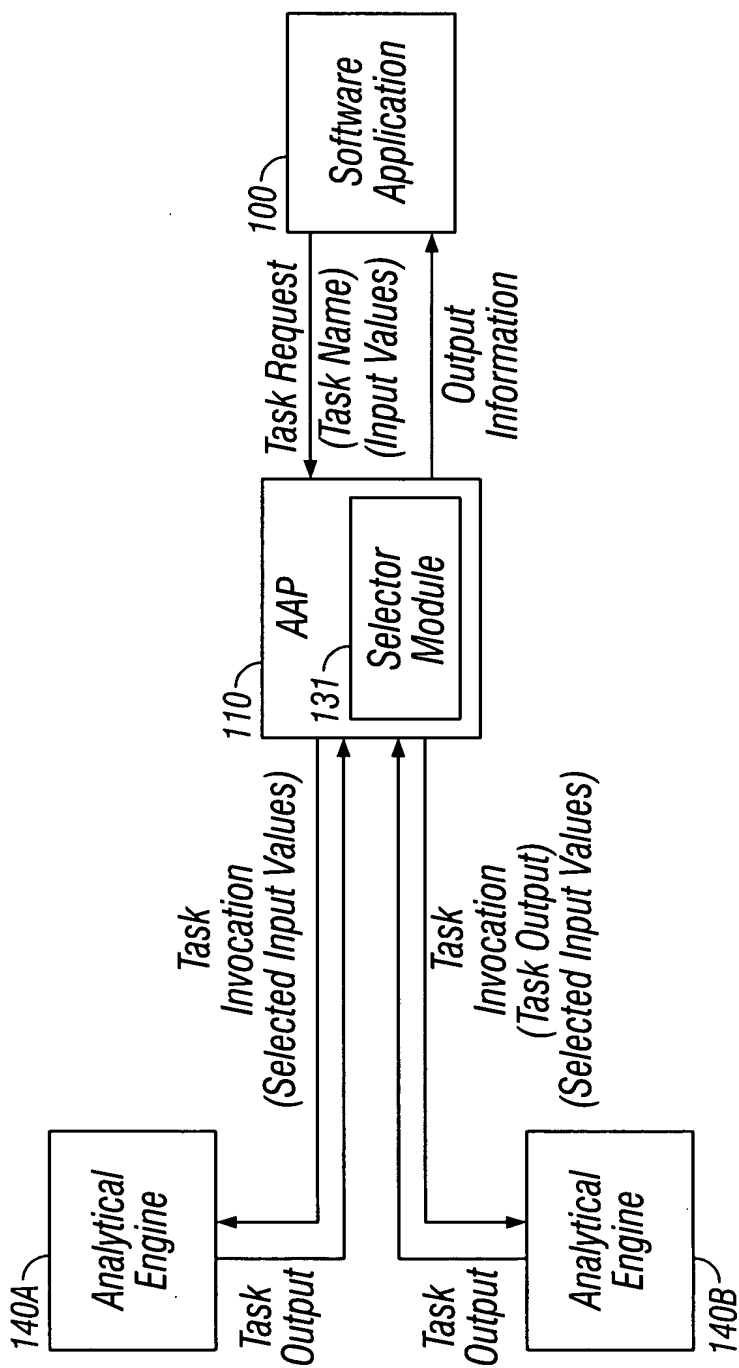


FIG. 1A

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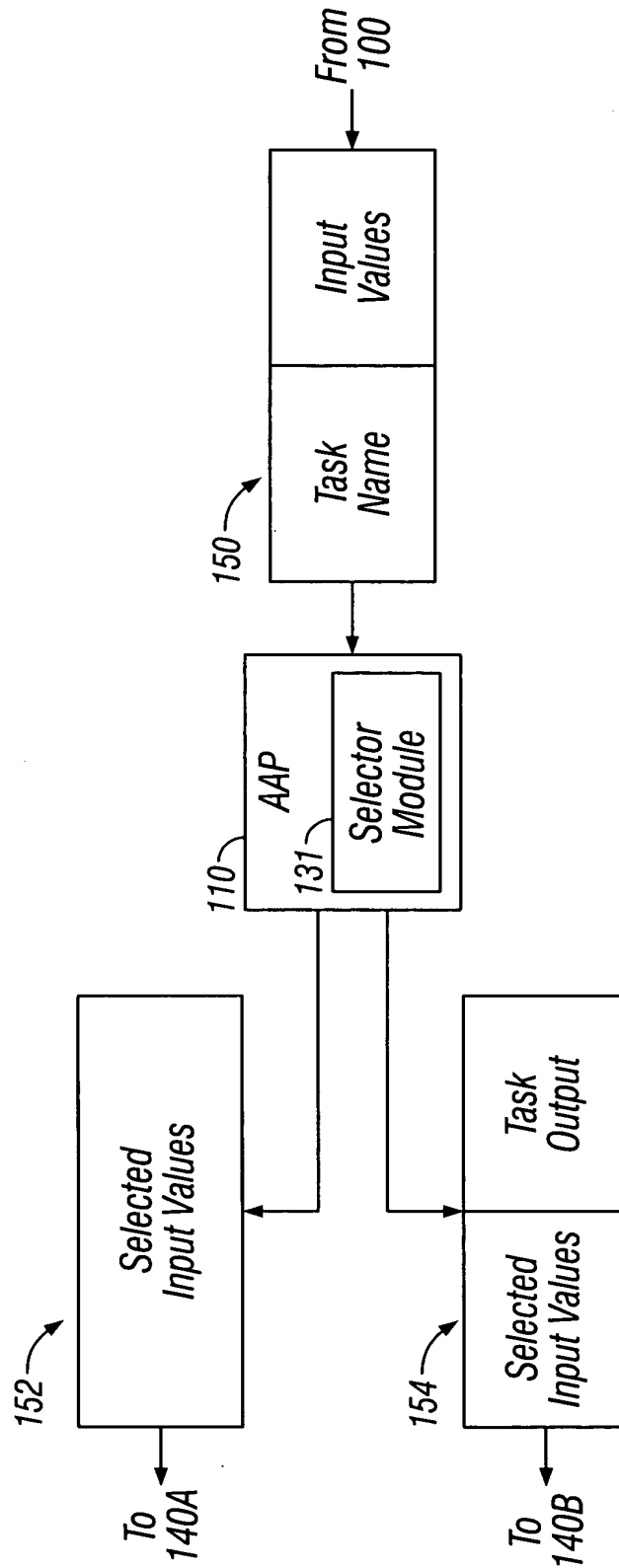


FIG. 1B

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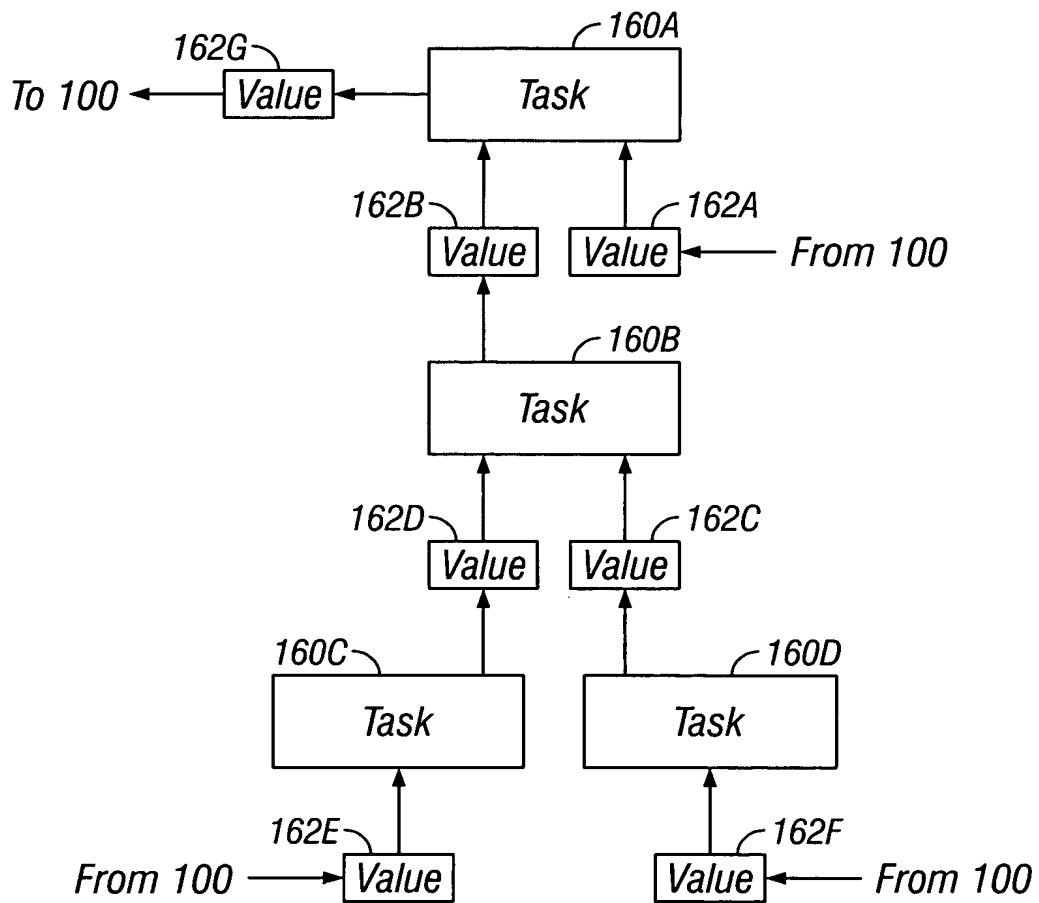


FIG. 1C

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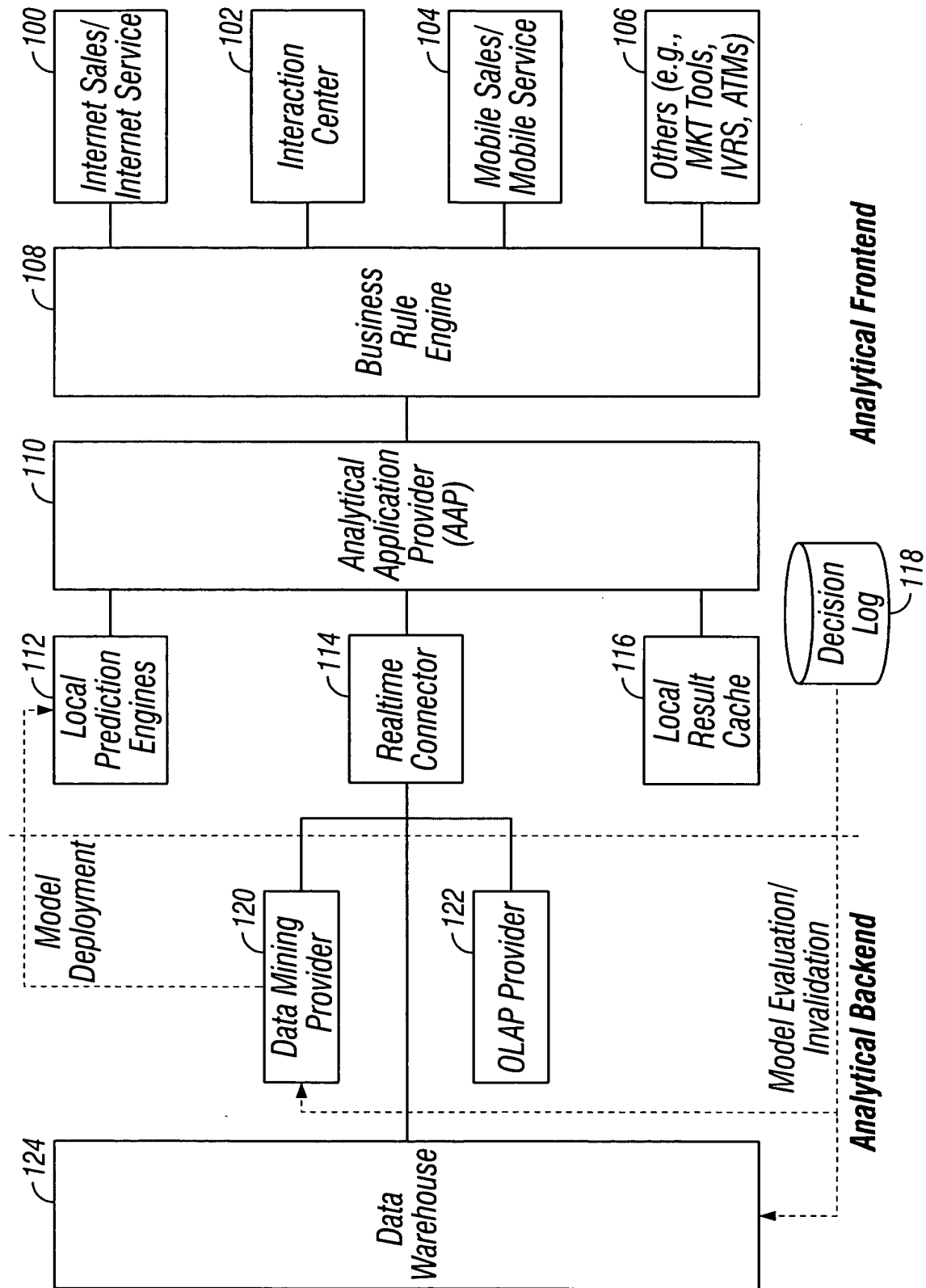


FIG. 1D

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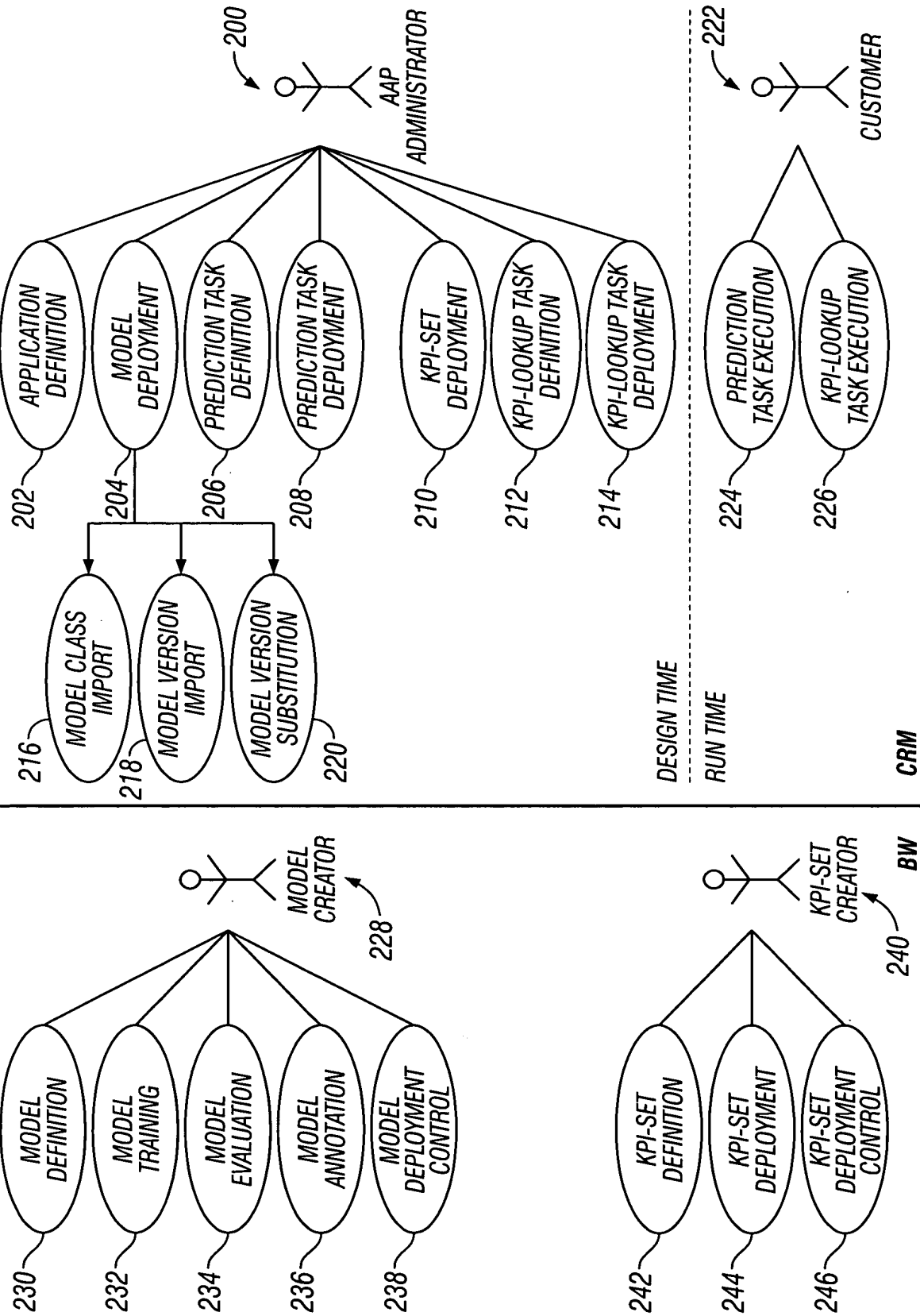


FIG. 2

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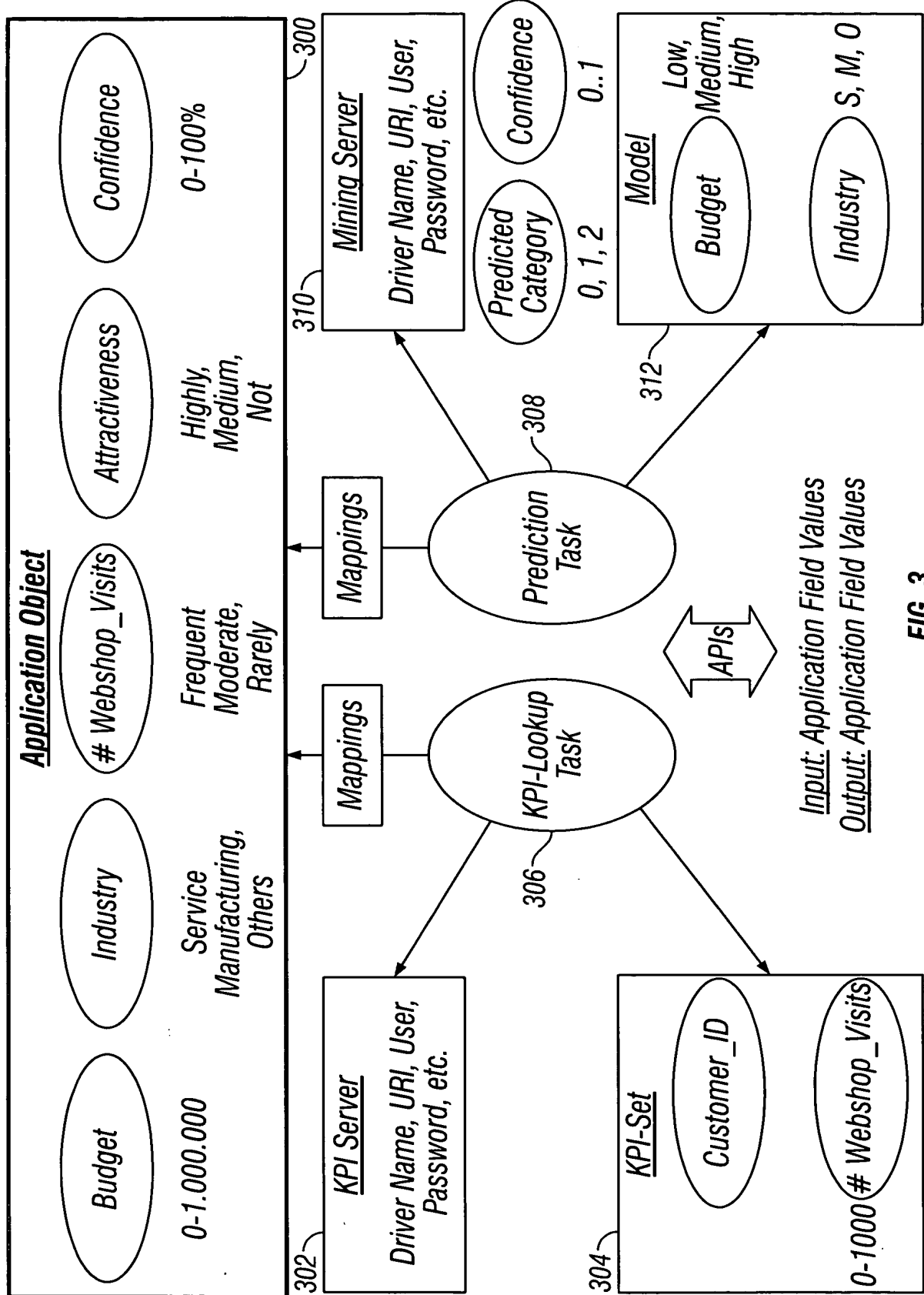


FIG. 3

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400

Application Declaration

Application name: Internet Sales 402

Description: CRM Internet Sales Appl. 404

IMPORT METADATA.. 406

Application Fields:

Name	IN/OUT	Data Type
BIRTH_DATE	IN	Date
SHOPPER_GENDER	IN	String
CUSTOMER	IN	String
SHOPPING_CATEGORY	OUT	String
REVENUE_LASTYEAR	OUT	Real

408

410 CREATE PREDICTION TASK..

412 CREATE KPI-LOOKUP TASK..

SHOW DEFAULT MAPPINGS..

FIG. 4

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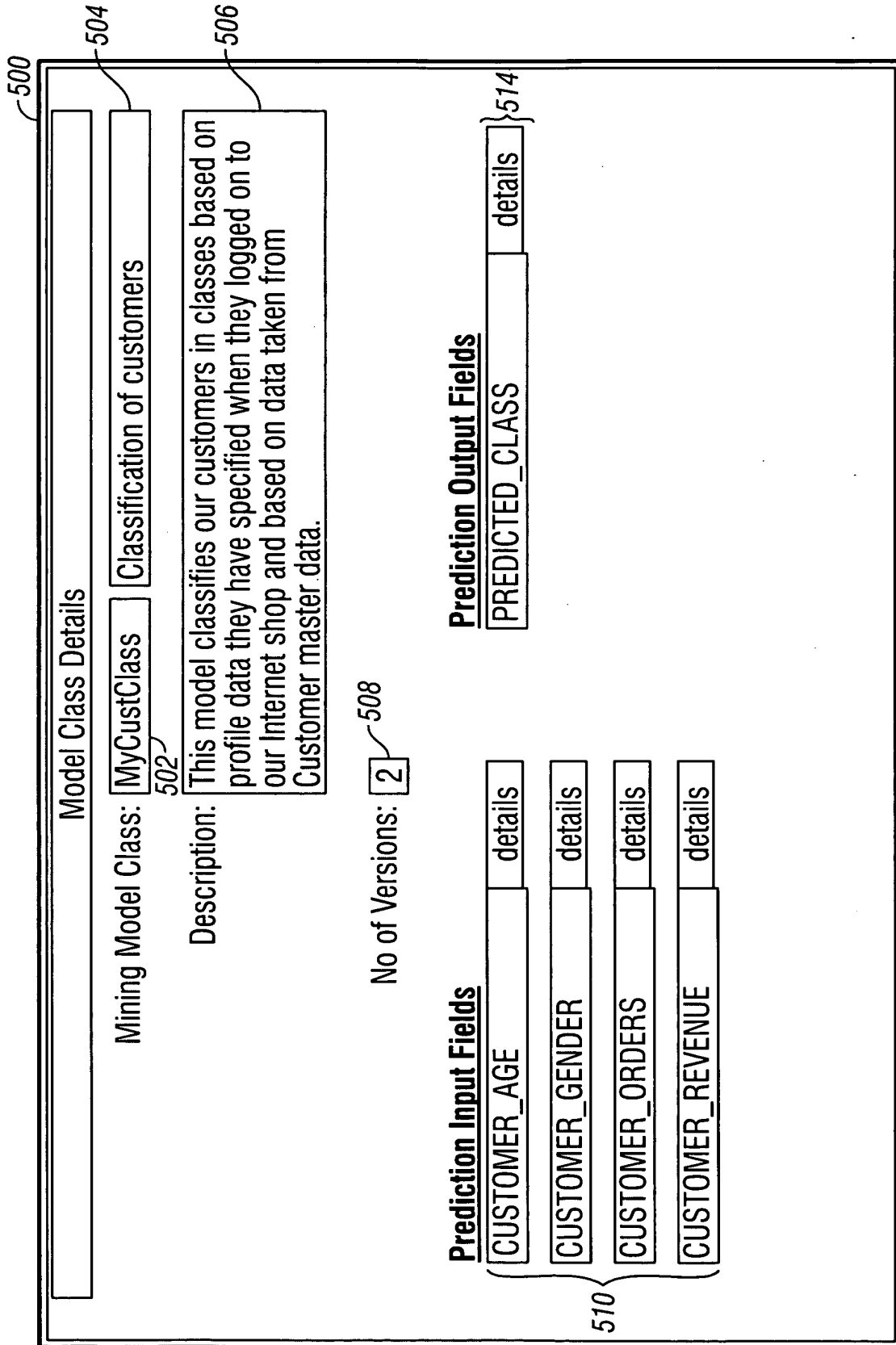


FIG. 5A



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530

Model Version Details

Mining Model Class: 502 MyCustClass 504

Classification of customers

Version/Deploym. Time: 532 WW\_2001 534

Classification of World-Wide Customers 2001

2 536 14.02.2002, 06:30 538

Training Time: 540 05.01.2002, 17:12 542

Deployment by: Michael

Description: 544

This version is based on a more accurate (cleansed) customer base as of 2001, and with the non-European customers added as compared to version 1.

Prediction Input Fields

CUSTOMER\_AGE details

CUSTOMER\_ORDERS details

CUSTOMER\_REVENUE details

Prediction Result Field

PREDICTED\_CLASS details 514

Supplementary Fields

CUSTOMER\_GENDER details 548

VISUALIZE

SHOW PREDICTION TASKS 550

CREATE PREDICTION TASK 552

WHAT-IF TEST

REFRESH

546

FIG. 5B

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600

Model Class: Field Details

Mining Model Class: 602

604

Classification of customers

Version: 606

608

Classification of World-Wide Customers 2001

Prediction Input Field: 610

612

Age of customer in years [1..200]

PMML Type: 614

616

NON-CYCLIC

Data Type: 618

Integer

Description: 620

This field contains the age of the customer in years [1..200]

FIG. 6A

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630

Model Version: Field Details

Mining Model: My Mining Model 602

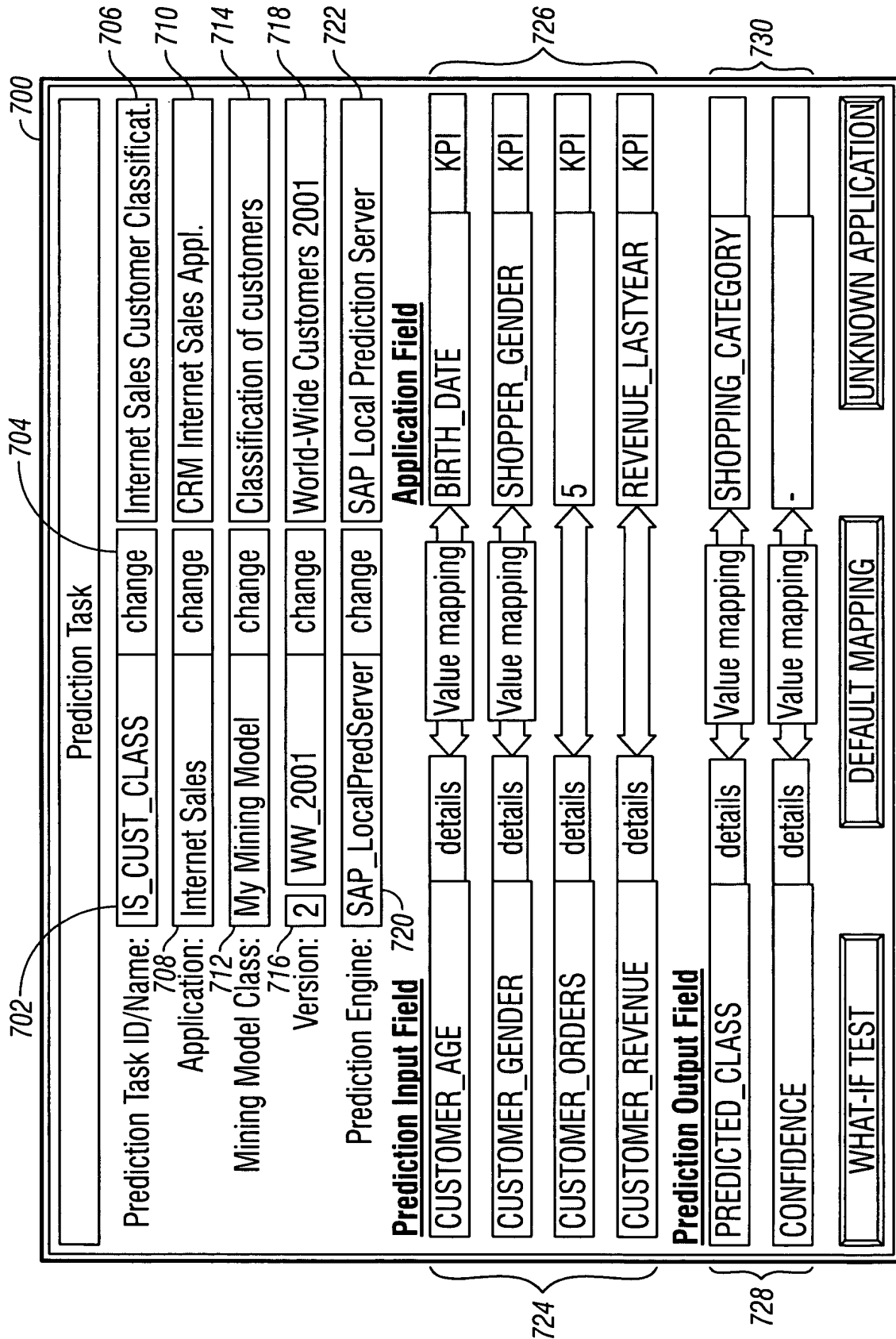
Version/Training Time: 2 14.02.2002, 06:30 634 636

Prediction Input Field: CUSTOMER\_AGE 610 Age of customer in years [1..200] 612

Description: 640  
This field contains the age of the customer in years [1..200].  
In this version, the mean age of our customers is about 35  
with only few customers younger than 20...

FIG. 6B

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**FIG. 7A**

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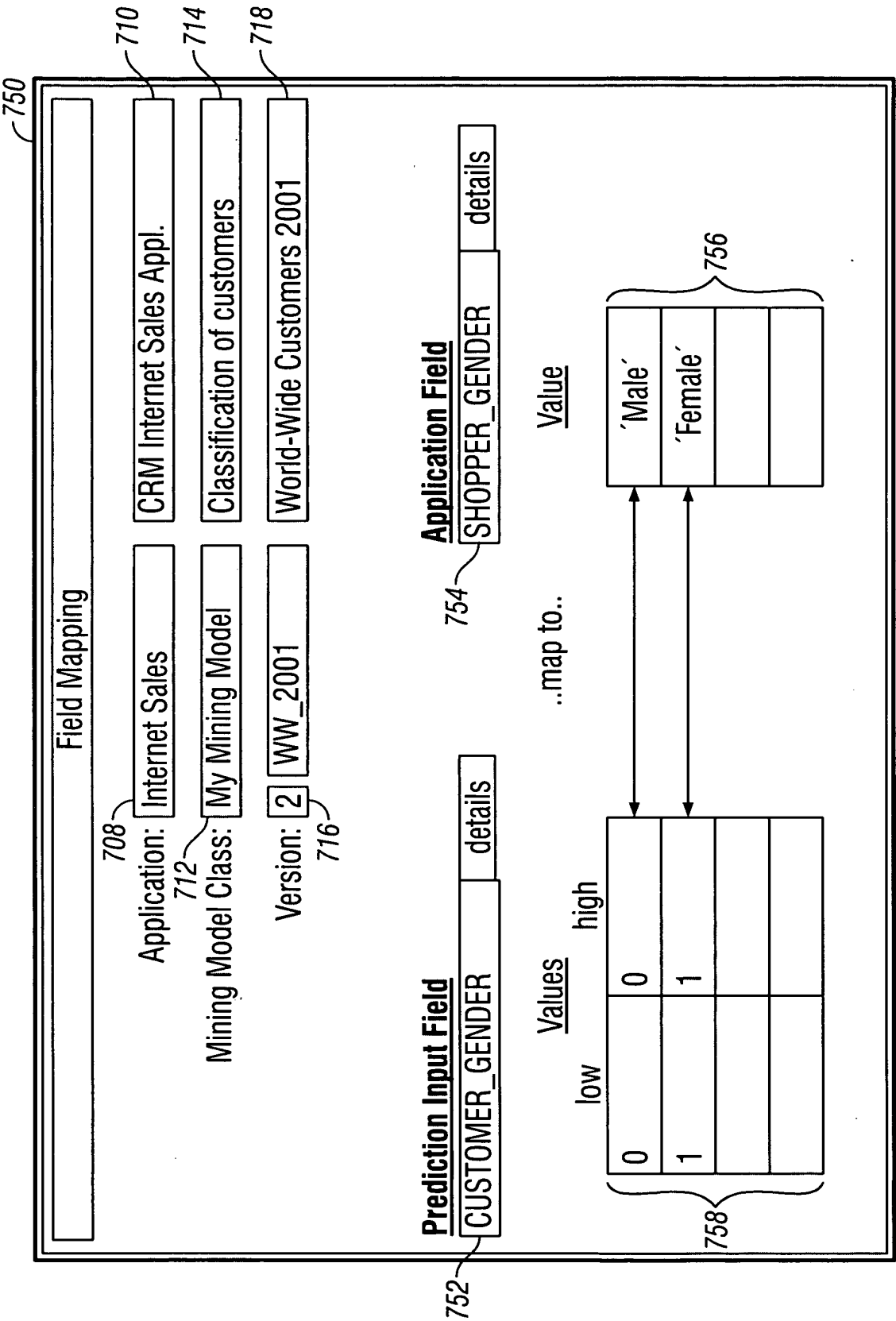


FIG. 7B

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760

Help

Prediction Task

Name	ProcessComplainPred	Description	null
Created By	roydi	Created On	5/2/03 4:01 PM
Modified By	null	Modified On	null
Application	DemoApplication		
Model	ComplaintProcessor		
Prediction Server	LocalPredictionServer		

Field Mapping

Field	Field Type	Description	Application Field	Delivering Task
ACRM_BUY	Prediction Input	# of Purchases	ACRM_BUY	NoOfPurchases_LookupTask
ACRM_COMP	Prediction Input	# of Complaints	ACRM_COMP	NoOfComplaints_LookupTask
ACRM_INC	Prediction Input	Income	ACRM_INC	
ACRM_PVAL	Prediction Input	Product Value	ACRM_PVAL	
ACRM_SALE	Prediction Input	Sales	ACRM_SALE	
ACRM_VAL	Prediction Input	Customer Value	ACRM_VAL	CustomerValue_LookupTask
predictedCategory	Prediction Output	predictedCategory	ACRM_CS	
probability	Prediction Output	probability	ACRM_CS_PROBABILITY	

Save

Delete

FIG. 7C

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802

KPI-Set Details

804

KPI-Set: REVPROF\_2001

Revenue + Profit for Customers in 2001

806

Description: This KPI-Set contains the revenue and the profit for all customers in 2001

Source System/Object: J20

ZCRM\_REVPROF

808

Key Fields

CUSTOMER\_ID

Type

String

810

Key Fields

Revenue

Profit

Type

Real

Real

Online/Offline

offline

online

812

CREATE KPI-LOOKUP TASK

814

SHOW DISTRIBUTIONS

SHOW KPI-LOOKUP TASKS

REFRESH

FIG. 8

The diagram illustrates a KPI-lookup task structure and its data flow. It is divided into two main sections: a task definition section (top) and a data flow section (bottom).

**Task Definition Section (Top):**

- 902 KPI-lookup Task**: A container for the task definition.
- 904 KPI-lookup Task ID/Name:** A box containing **IS\_CUST\_REVENUE** and **change**.
- 906 Internet Sales: Customer Revenue**: A box representing the KPI value.
- 910 Application:** A box containing **Internet Sales** and **change**.
- 912 KPI-Set:** A box containing **Monet\_2001** and **change**.
- 914 CRM Internet Sales Appl.**: A box representing the application.
- Revenue + Profit f. Customers in 2001**: A box representing the KPI set.

**Data Flow Section (Bottom):**

- Key Field(s)**: A label for the key fields.
- 916 {CUSTOMER\_ID}**: A box representing the key field.
- details**: A box representing the details of the key field.
- Value mapping**: A box representing the value mapping.
- Application Field**: A label for the application field.
- 920 CUSTOMER**: A box representing the application field.
- Key Field(s)**: A label for the key fields.
- 918 {REVENUE}**: A box representing the key field.
- details**: A box representing the details of the key field.
- Value mapping**: A box representing the value mapping.
- 922 REVENUE\_LASTYEAR**: A box representing the application field.
- UNKNOWN APPLICATION**: A box representing the application.

**Flow:** Arrows indicate the flow of data from the key fields (916, 918) through the details and value mapping boxes to the application fields (920, 922). The application fields are then used to calculate the KPI value (906).

**FIG. 9A**



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950

Help

KPI-Task

Name	NoOfPurchases_Lookup	Description	Lookup:No. of Purchases
Created by	kraiss	Created On	7/14/03 3:22 PM
Changed by	kraiss	Modified On	7/14/03 3:22 PM
Application	DemoApplication	Demo Application	
KPI Set	ZACRM_BPSET		

☐ LogActive

Field Mapping

KPI Set Field	KPI Field Type	Task Field Type	Description	Application Field	Preceding Tasks	Advanced Settings
ZACRM08PARTNER	Key Field	Input Key	Business Partner Number	CUSTOMER_ID		Change
ZACRM_BUY	KPI from ODS	Output KPI	Purchases	ACRM_BUY		Change
ZACRM_COMP	KPI from ODS	Output KPI	Complaints			Change
ZACRM_SALE	KPI from ODS	Output KPI	Sales			Change
ZACRM_VAL	KPI from ODS	Output KPI	Customer Value			Change

Save

Delete

FIG. 9B